

In the United States Patent and Trademark Office

Patent Application Transmittal

15535 U.S. PTO
10/647721
08/25/03

Transmitted herewith for filing is the Patent Application of:

Inventors(s): Vincent Charles Conzola and Jeff David Thomas

For: Method And System For Altering Customers In A Shopping Area

ASSIGNEE NAME: International Business Machines Corporation

ASSIGNEE RESIDENCE: Armonk, New York

Enclosed are

11 pages of specification, including 18 claims, plus 3 sheets of formal drawings.

X An assignment of the invention to International Business Machines Corporation, Armonk, New York 10504.

A certified copy of a/an application.

X Declaration and Power of Attorney.

X PTO-1449

X A return post card

Filing Fee Calculation (For Other Than Small Entity)

Basic Fee:						\$750.00
Claims Fees:	Filed	Limit	Extra		Rate per Extra	
Total claims:	18	20	0		\$18.00	\$0.00
Independent claims:	3	3	0		\$84.00	\$0.00
	Multiple Dependent Claim Presented				\$280.00	\$0.00
					Total	\$750.00

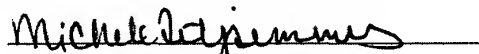
Please charge Deposit Account 09-1990 for the Total set forth above. The Commissioner is authorized to charge payment of any additional filing fees required under 37 CFR §1.16 and any patent application processing fees under 37 CFR §1.17 or to credit any overpayment to the identified account. A duplicate copy of this sheet is enclosed.

Express Mail Certificate

Express Mail Label No: EV331728392US

Date: August 25, 2003

I hereby certify that I am depositing the papers identified above with the U.S. Postal Service "Express Mail Post Office to Address" service on the above date, addressed to the Commissioner for Patents, PO Box 1450, Alexandria, VA 22313-1450.



Michele M. Fitzsimmons

BY:

J. Bruce Schelkopf

Attorney of Record Reg. No. 43901

Date: August 25, 2003

IBM Corporation
Intellectual Property Law Dept. 9CCA/B002
P.O. Box 12195
Res. Tri. Park, NC 27709

Telephone: 919-543 4753 FAX 919-254-2649